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AMENDMENT ACCOMPANYING A REQUEST FOR CONTINUED EXAMINATION  
Appln. No. 09/472,666  
Amendment dated March 28, 2005  
Reply to: Final Office Action of October 28, 2004  
Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

Attorney's Docket No. 25-0030  
Client's Docket No. P1485US00

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: KEITH C. THOMAS )  
Serial No.: 09/472,666 )  
Filed: December 27, 1999 )  
Art Unit: 3622 )  
Examiner: Melanie A. Kemper )  
Title: METHOD AND MEDIA FOR VIRTUAL )  
PRODUCT PLACEMENT )

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Arlington, VA 22313-1450

**RESPONSE UNDER 1.116**

**Expedited Procedure--Examining Group Art Unit 2839**

Sir:

In response to the final Office Action mailed October 28, 2004, and the Advisory Action mailed February 28, 2005, and in connection with the Request for Continued Examination submitted herewith, applicant hereby requests the entry of the following amendment to the application:

**Amendments to the Specification:** None.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper

**Amendments to the Drawings:** None.

**Remarks/Arguments** begin on page 12 of this paper.